# GOVERNMENT OF INDIA
# TOURISM
# LOK SABHA

UNSTARRED QUESTION NO:1356
ANSWERED ON:03.08.2006
INDIA TOURISM OFFICES ABROAD .
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**Will the Minister of TOURISM be pleased to state:**

(a) The details of the India Tourism offices operating overseas at present;

(b) The quantum of business generated by these offices during each of the last three years;

(c) Whether the Government has any proposal to open more tourist offices abroad;

(d) If so, the details thereof; and

(e) The further steps taken by the Government to attract more foreign tourists in the country?

## Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI )

(a): There are 13 Indiatourism Offices overseas located at New York, Los Angeles, Toronto, Frankfurt, Amsterdam, Milan, Paris, London, Dubai, Johannesburg, Tokyo, Sydney and Singapore.

(b): The Overseas Offices undertake a series of promotional activities in the tourism generating markets with the objective of increasing tourist arrivals to the country and foreign exchange earnings through tourism. Details of foreign tourist arrivals and foreign exchange earning during the last 3 years are given below:

| Year | Foreign Tourist Arrivals | Foreign Exchange Earnings (In Rs. Crore) |
|---|---|---|
| 2003 | 2.73 million | 16429.00 |
| 2004 | 3.46 million | 21603.00 |
| 2005 | 3.92 million (Provisional) | 25172.00 (Provisional) |

(c) and (d): Ministry of Tourism regularly reviews the functioning of its overseas India Tourism Offices to ensure effective marketing of India Tourism overseas. The Ministry also closely monitors the global trends of emerging potential markets for opening Indiatourism offices abroad.

(e): The Ministry of Tourism through its overseas offices, undertakes a series of promotional activities in tourist generating markets overseas, in order to promote tourism to India and attract foreign tourists to the country. These activities include advertising, participation in fairs and exhibitions, organizing seminars, workshops and road shows, publication of brochures, joint advertisement support and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.